Advertisements to the Newspaper 'Alam Hinden'

1140. SHRI JOY NADUKKARA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any criteria for giving advertisements for newspapers by Government, if so, the details thereof and whether the number of the copies of the papers will be considered while giving advertisements;

(b) whether his Ministry is aware that the Urdu daily 'Alam Hinden' is getting more advertisements from Government;

(c) if so, total circulation of this newspaper and the details of ownership of the paper;

(d) whether his Ministry is aware that the paper had transferred the ownership to a trust; and

(e) the total amount paid, month-wise, to this paper during the last one year and at what rate?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM): (a) Government advertisements are released by DAVP only to such publications, which fulfil the criteria laid down in the Advertising Policy given in the Statement (*see* below) Circulation of a publication is one of the criteria considered while giving advertisements.

(b) No Urdu daily titled 'Alam Hinden' is getting advertisements from the DAVP. No such Urdu daily is registered with the Registrar of Newspapers for India.

(c) to (e) Do not arise.

Statement

Advertising Policy of the Government of India

'A' PREAMBLE:

1. The Directorate of Advertising and Visual Publicity places advertisments in various newspapers/journals on behalf of various Ministries and Departments of the Government of India. A number of autonomous bodies and public sector enterprises channelise their advertisements through the DAVP.

2. The primary objective of Government advertising is to secure widest possible coverage through newspapers which circulate news or comments on current affairs and standard journals on science, art, literature, sports, films, cultural affairs etc. While giving advertisements, political affiliations or editorial policies of the publication concerned are not taken into account. However, advertisements would not be issued to newspapers, journals which incite or tend to incite communal passions, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and morals.

'B' POLICY GUIDELINES:

1. Keeping in view Government Policy, publicity requirements and availability of funds, a balanced and equitable placing of advertisements is aimed at. Government advertisements are not intended to be a measure of financial assistance to newspapers/journals. In pursuance of broad social objectives of the Government and in order to achieve parity of rate between various categories of newspapers appropriate weightage/consideration may be given to:

(a) Small and Medium newspapers/ journals;
(b) Specialised scientific and technical journals;
(c) Language newspapers/journals; and
(d) Newspapers/journals published specially in backward, remote and border areas.

2. Small, medium and big newspapers/ journals are categorised as under:—

(a) Small: Upto a circulation of 25,000 copies per issue.
(b) Medium: Circulation between 25,001 and 75,000 copies per issue.
(c) Big: Circulation above 75,000 copies per issue.

3. In selecting newspapers/publications for placing Government advertisements, the following consideration may be taken into account:

(a) Coverage of readership from different walks of life, particularly in case of national campaigns.
(b) Reaching specific sections of people depending upon the message to be conveyed. Small and medium newspapers will get major consideration in motivational/ducativ campaigns

(c) Any other category of newspapers/ journals/publications which Government may consider from time to time appropriate for bonafide reasons.

(d) House journals, news magazines and souvenirs will not ordinarily be used for Government advertisements.

4. The DAVP will use newspapers/journals with a minimum paid circulation of not less than 2,000 copies. Relaxations, however, may be made in the case of the following:

(a) Specialised/scientific technical journals with a paid circulation of 500 copies per issue.

(b) Sanskrit newspapers/journals and newspapers/journals published in backward, border or remote areas or in tribal language or primarily meant for tribal readers and those published from J&K with a minimum paid circulation of 500 copies per issue.

5. Newspapers/journals should have an uninterrupted and regular publication for a period of not less than four months and should comply with the provisions of Press & Registrations of Books Act, 1867 before they qualify for consideration for placing Government advertisements. For quarterly journals, they have to bring out at least two issues before they are considered.

6. Newspapers/journals should have the following minimum print area to be acceptable for Government advertising:—

Periodicity	Print area not less than
Dailies	760 std. col. cms.
Weeklies and Fortnightlies	480 sd. col. cms.
Monthlies and other periodicals	960 std. col. cms.

Exceptions might be made in the case of newspapers/journals published in tribal language or primarily for tribal readership.

7. Circulation of all newspapers/journals should be certified by a Chartered Accountant or by a Professional and reputed accounts body or institution. Newspapers having a circulation upto 2,000 copies per issue are, however, exempted from this requirement. The papers/ journals whose circulation is found to be incorrect/faulty will become ineligible for advertisements, besides any other action which Government may deem appropriate.

ADVERTISING RATE:

The rate-structure for Government advertisements will be worked out by DAVP on the basis of the principles enunciated above. The DAVP will enter into appropriate rate contracts with individual newspapers/ journals.

राजकोट दूरदर्शन केन्द्र में सम्पत्ति सहायक के पद का समाप्त किया जाना

1141. श्री चीमनभाई हरीभाई शुक्ला: क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि:

(क) क्या राजकोट दूरदर्शन केन्द्र स्वीकृत सम्पत्ति सहायक के पद को समाप्त करके उसे अहमदाबाद दूरदर्शन केन्द्र को स्थानांतरित कर दिया गया है; जहां ऐसे कई पद स्वीकृत हैं;

(ख) यदि हां, तो इसके कारण क्या है;

(ग) क्या सरकार को इस संबंध में कोई अभ्यावेदन प्राप्त हुए हैं;

(घ) यदि हां, तो सरकार ने उन पर क्या कार्यवाही की है; और

(ङ) यदि नहीं, तो इसके क्या कारण है?

भागर विभागन मंत्री तथा सूचना और प्रसारण मंत्री (श्री सी.एम. इब्राहीम): (क) और (ख) जी, नहीं। चूंकि दूरदर्शन केन्द्र, राजकोट हेतु सम्पत्ति सहायक का कोई पद स्वीकृत नहीं किया गया है इसलिए पद की समाप्ति का प्रश्न ही नहीं उठता ।

(ग) से (ङ) जी, हां। दूरदर्शन केन्द्र, अहमदाबाद में तैनात एक सम्पत्ति सहायक ने दूरदर्शन केन्द्र, राजकोट में अपने स्थानान्तरण हेतु अभ्यावेदन दिया था। तथापि चूंकि दूरदर्शन केन्द्र, राजकोट में सम्पत्ति सहायक का कोई स्वीकृत पद नहीं था इसलिए उनके अभ्यावेदन पर विचार नहीं किया जा सका।

Proposal to Telecast T.V. Serials on Lord Buddha and Lord Jagannath

1142. SHRIMATI JAYANTI PATNAIK: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have a proposal to telecast a T.V. serial on Lord Buddha and another on Lord Jagannath on the National Network of Delhi Doordarshan;